



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

American Rambler Productions
138 Conant St
Beverly, MA 01915

Contract # 1354022

Schedule Dates 08/15/12-08/21/12
Advertiser Romney for President (25779)
Agency American Rambler Productions (11943)
Product POLITICAL CANDIDATE (ns) (1186)
Brand ROMNEY FOR PRESIDENT (435559)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name KINCA,STEPHANIE
Phone/Fax /
CPE 159
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments ROMNEY FOR PRESIDENT
JONATHAN VITTI
SHARE = 2%

Date Entered 08/13/12
Last Modified 08/13/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09790394
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$471.00
Net Total \$2,669.00
Sales Tax

Greensboro (WXLV)
By Broadcast Month
Aug. 2012
Grand Total:
Spots 31
Rate \$3,140.00
\$3,140.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/15/12-08/17/12	4	:30	7A- ABC-Good Morning America				1	1	1			3	\$25.00	\$75.00	Greensboro (WXLV)	GMA ABC	8/13/12
2.0	Normal Line / SPOT (2)	08/20/12-08/21/12	4	:30	7A- ABC-Good Morning America		1	1						2	\$25.00	\$50.00	Greensboro (WXLV)	GMA ABC	8/13/12
3.0	Normal Line / SPOT (3)	08/20/12-08/21/12	4	:30	3P- ABC-General Hospital		2	2						4	\$85.00	\$340.00	Greensboro (WXLV)	GENERAL HOSPITAL	8/13/12
4.0	Normal Line / SPOT (4)	08/15/12-08/17/12	4	:30	3P- ABC-General Hospital	5			X	X	X			5	\$85.00	\$425.00	Greensboro (WXLV)	GENERAL HOSPITAL	8/13/12
5.0	Normal Line / SPOT (5)	08/20/12-08/21/12	4	:30	7P- Family Feud		1	1						2	\$135.00	\$270.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
6.0	Normal Line / SPOT (6)	08/15/12-08/17/12	4	:30	7P- Family Feud				1	1	1			3	\$135.00	\$405.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
7.0	Normal Line / SPOT (7)	08/20/12-08/21/12	4	:30	7-28:30P- Family Feud B		1	1						2	\$155.00	\$310.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
8.0	Normal Line / SPOT (8)	08/15/12-08/17/12	4	:30	7-28:30P- Family Feud B				1	1	1			3	\$155.00	\$465.00	Greensboro (WXLV)	FAMILY FEUD	8/13/12
9.0	Normal Line / SPOT (9)	08/20/12-08/21/12	4	:30	11:35P- ABC-Nightline		1	1						2	\$40.00	\$80.00	Greensboro (WXLV)	ABC NITELINE	8/13/12
10.0	Normal Line / SPOT (10)	08/15/12-08/17/12	4	:30	11:35P- ABC-Nightline	2			X	X	X			2	\$40.00	\$80.00	Greensboro (WXLV)	ABC NITELINE	8/13/12
11.0	Normal Line / Prime (11)	08/17/12-08/17/12	4	:30	9-01P- ABC-20/20 (Friday)						1			1	\$300.00	\$300.00	Greensboro (WXLV)	20/20	8/13/12
12.0	Normal Line / SPOT (12)	08/19/12-08/19/12	4	:30	10:58-40A- ABC-This Week								1	1	\$65.00	\$65.00	Greensboro (WXLV)	THIS WEEK	8/13/12
13.0	Normal Line / Prime (13)	08/19/12-08/19/12	4	:30	6:58:56P- ABC-Americas Funniest Videos (Sunday)								1	1	\$275.00	\$275.00	Greensboro (WXLV)	AFV	8/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
		<i>Madeleine Burr</i>	8/15/12	

Rep Order# 9790394 Ver# 1 Status New

Traffic Order# 1354422

Printed: 08/13/2012 1:50 PM
Last Received: 08/13/2012 12:47 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product ROMNEY FOR PRESIDENT
Estimate# 159
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
BEVERLY, MA 01915
Agency C/P1/P2/E //159
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	W-F	08/15-08/17	7A-9A	GMA ABC	.30	\$25.00	3	1	3	\$75.00
2	M-TU	08/20-08/21	7A-9A	GMA ABC	.30	\$25.00	2	1	2	\$50.00
3	M-TU	08/20-08/21	3P-4P	GENERAL HOSPITAL	.30	\$85.00	4	1	4	\$340.00
4	W-F	08/15-08/17	3P-4P	GENERAL HOSPITAL	.30	\$85.00	5	1	5	\$425.00
5	M-TU	08/20-08/21	7P-730P	FAMILY FEUD	.30	\$135.00	2	1	2	\$270.00
6	W-F	08/15-08/17	7P-730P	FAMILY FEUD	.30	\$135.00	3	1	3	\$405.00
7	M-TU	08/20-08/21	730P-8P	FAMILY FEUD	.30	\$155.00	2	1	2	\$310.00
8	W-F	08/15-08/17	730P-8P	FAMILY FEUD	.30	\$155.00	3	1	3	\$465.00
9	M-TU	08/20-08/21	1130P-12A 1130P-12A	ABC NITELINE	.30	\$40.00	2	1	2	\$80.00
10	W-F	08/15-08/17	1130P-12A	ABC NITELINE	.30	\$40.00	3	1	3	\$120.00
11	F	08/17-08/17	10P-11P	20/20	.30	\$300.00	1	1	1	\$300.00
12	SU	08/19-08/19	11A-12P	THIS WEEK	.30	\$65.00	1	1	1	\$65.00
13	SU	08/19-08/19	7P-8P	AFV	.30	\$275.00	1	1	1	\$275.00

Rep Order# 9790394 Ver# 1 Status New
EC'd Yes

Traffic Order#

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2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product ROMNEY FOR PRESIDENT
Estimate# 159
Buyer STEPHANIE KINCAID
Phone#
Fax#

Agency () AMERICAN RAMBLER PRODUCTION
138 CONANT ST
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Agency C/P1/P2/E //159
Flight Dates 08/15/2012 - 08/21/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln Day Dates Time

Program

Len

Rate

Spots/Week

of Weeks

Total Spots

Total Cost

---REPORT TOTALS---

Report Totals. 32 / \$3,180.00

---SALES MONTHLY TOTALS---

Aug 12. 32 / \$3,180.00

Sales Totals. 32 / \$3,180.00

Station Totals. 32 / \$3,180.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$159,000

CABL 0%
WGHP 37%

UNKN 0%
WMIV 0%

WBFX 0%
WUPN 0%

WCMG 0%
WXII 36%

WPMY 25%
WXLV 2%

Books null
Demos RA35+

CK 3653